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Legal Dept

Shoptalker

THE MAGAZINE OF PARKER PEN EMPLOYEES

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Shoptalker

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COVER STORY

In boxing, keeping a guard up is important in avoiding a possible knock-out punch. In industry, keeping a guard up is important in saving a finger or hand from serious injury. Carefully guarded machinery is emphasized by Parker Pen safety specialists like Royal Steinke as is seen in the story beginning across the page.

Ten Years Ago . . .

A letter arrived safely at the Mail Desk of The Parker Pen Company with only the words "Janesville, Wisconsin" and a picture clipped from *Time* magazine on the envelope. Face in print, that of Kenneth Parker.

And 10 Years Ago . . .

A new retail sales training program was devised by Parker Pen. The wartime "seller's market" was at an end and once more the retail clerk became an important figure in determining the profit picture for manufacturers of consumer goods. The training program consisted of three movies, eight slide films and appropriate pamphlets. Competent instructors were drawn from the staff at Janesville, New York, Chicago and San Francisco. Two-day shows were scheduled in key markets and key accounts were invited to send students. The program was well-received and was chalked up in the industry as another Parker first.

And 10 Years Ago . . .

A Parker "51" pen was reported in use aboard the famous "Freedom Train" to sign in visitors. Some 25,000 people used the pen in Philadelphia alone, said *Shoptalker*.

And 10 Years Ago . . .

A questionnaire from the U. S. Department of Commerce, addressed to The Parker Pen Company, asked that the company verify its industrial classification as a bakery. Punned *Shoptalker*: "We're now The Parker Bun Company."

And 10 Years Ago . . .

Helen Koeberl, selected as Miss Parker Pen during Peso Payday observations, traveled to Jamaica for a few days and, among many activities and pleasantries, met Miss Jamaica.

We Keep Our GUARDS UP

Somewhere above all of the statistics of athletic history there is the perfect shot putt distance, the perfect high jump, the perfect mile. It is the mark beyond which it is impossible to go.

The absolute mark in industrial safety is zero. A small circle which means no accidents, no injuries by mishap. It is the goal sought after by every company and one that is as difficult to reach as the perfect mile. The closer a company comes to it, the more vigilant it must become.

In the past 25 years some 3,000 accidents have been avoided primarily because of the abilities of one man at Parker Pen. Three thousand people who might have sustained serious injury to their fingers or hands have not because Parker Pen knows how to keep its guards up—thanks to the Maintenance Department's Royal Steinke.

He is the man who sees that all machinery at Arrow Park is meticulously guarded with metal screening or metal plate to assure the impossibility of anyone putting a finger or hand where it should not be.

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"You can't rely on the thought, 'Well, they won't do this or that in the operation of this machine'," says Steinke. "We know from experience that in a brief moment of absent-mindedness, serious injury can be inflicted."

Steinke spends about 75 per cent of his time at the task of making guarding devices. And in this he is his own investigator, designer, and craftsman.

When called upon to devise a guard for a particular machine, either by a department foreman or by Kenneth Pierson, Parker's safety director, Steinke first studies the operation of the tool and carefully measures its action.

"It's an absolute necessity," Steinke said, "that a



Roy Steinke slips a newly created guard into place, then shows its operation to Kenneth Pierson, Parker's safety director.

guard be impossible to penetrate or avoid. Only the part to be fashioned must be permitted to enter through the guard."

It would seem a simple matter to construct guards which embody this quality. However, the big problem lies in the fact that while a guard must be efficient as a safety device, it must not interfere with efficient production on the machine to which it is attached.

This does not say that the safety guard is de-emphasized for the sake of production. State Industrial Commission inspectors are very particular. Every guard must be made in accordance with a rigid code. And penalties are imposed, should an accident occur.

If an employe suffers an injury because the machine he operates is improperly guarded, he is entitled to and receives 15 per cent additional compensation during the period he is unable to work. Should that same injury be received because the employe was negligent and disregarded the safety guards, altered, or removed them, he receives 15 per cent less compensation than designated for his injury.

Machine guarding is not always a problem of keeping something from getting in. Recently, Steinke was faced with the job of enclosing the operating parts of a machine as a shield for the operator. Two women had received puncture wounds previously because the machine's arbor shattered and chips of metal went flying.

Making a guard for this particular operation took some real planning. Steinke devised a metal enclosure with automatically operating doors which close and open in scissors fashion. The doors have plexiglas panels which permit the operator to see in when they are closed. As all machinery guards should, this one gives perfect protection without interference with the operation of the machine.

Safety Director Ken Pierson sums up his and Steinke's responsibilities in this way: "Engineers design a machine to do its work efficiently—it's up to us to see that its efficiency is safe". Then he adds a note of warning: "The moment an operator alters or removes a guard or safety feature we have installed, he or she immediately increases the chance of serious accident. I think our slogan should be 'Let's keep our guards up for safety.'"



'Listener' Tests Parker Grapevine

Earlier this year a University of Wisconsin graduate student listened in on our "grapevine" to determine how it reacted, what it thought, and how effectively it communicated.

Grapevine is just another word for people talking to people during the normal course of a workday. A thought or idea expressed by one is quite naturally passed along to the next. If it is a comment on the '58 automobiles, chances are it won't travel very far, perhaps only a person or two. But if it concerns the Parker-Scanlon bonus, the news will spread like the proverbial wild-fire.

The U. of W. listener to our grapevine arrived at four general conclusions concerning what he termed "oral communications at The Parker Pen Company." They were these: (1) Company information is generally well distributed among employees. (2) Supervisors should be kept well informed because they are relied upon to verify rumors. (3) Employees resent hearing plant news first from outsiders. (4) News of extra work hours draws unfavorable response rather than being welcomed as an opportunity for added income.

Specifically, the survey showed that present methods of dispensing company information, i.e. oral and written communications, bulletin boards, *Shoptalker*, leave little opportunity for the grapevine to distort the facts. Aiding in distortion-free grapevining is this from the survey: Most employees check the accuracy of what they hear with their supervisors before passing it on.

The questioning revealed a general feeling throughout Parker Pen that company information is well distributed and that employees can generally be expected to treat confidential company information pretty much as such, limiting discussions to employee contacts, with the possible exception of some home discussion. The interviewer found few "gossips" at Parker Pen.

Six Months Report

A maintained earnings position and an enhanced competitive standing were cited as significant developments by Bruce M. Jeffris, Parker president, in reporting the holders recently. Net earnings for Parker in the six months ending August 31 were \$582,000, equal to 64 cents per share. For the comparable 1956 period, Parker reported earnings of \$569,000.

German Apprentice Makes Good

An apprenticeship which began in Germany was culminated in October of this year when John J. Borsch became a journeyman tool room machinist at Parker Pen. The Wisconsin Industrial Commission awarded him his certificate qualifying him as an artisan with such machines as a lathe, grinder, shaper, milling machine and others. In addition to the certificate, the company awarded him a \$100 bonus.

Borsch worked a total of six years in earning the certificate. Three years of apprenticeship in Germany was reduced to one year's credit in this country. Borsch completed the remaining three years at Arrow Park.



Left to right:

Burmeister

Parker

Walker



Three Appointed as Division Chiefs

Following close on the heels of the announcement which created Parker Pen's unique International Management Staff—a council of specialists in the fields of finance, manufacturing, sales and advertising, law, product planning, international operations, and administration—new appointments were made to fill in the positions vacated by some who were assigned to IMS.

Names in the news were: Robert Burmeister, assistant treasurer, who assumed authority over the Financial division of the company; George Parker, who was appointed director of foreign sales and advertising; and Phelps Walker, who was named director of manufacturing.

Burmeister joined Parker Pen's finance department in February of 1948 as a staff auditor. In '53 he stepped up to the position of internal auditor and three years later, in 1956, was named assistant treasurer. A native-born Wisconsinite, Burmeister attended school in Wausau and received a degree from the University of Wisconsin. He served three years in the army during World War II and saw action in the European theatre.

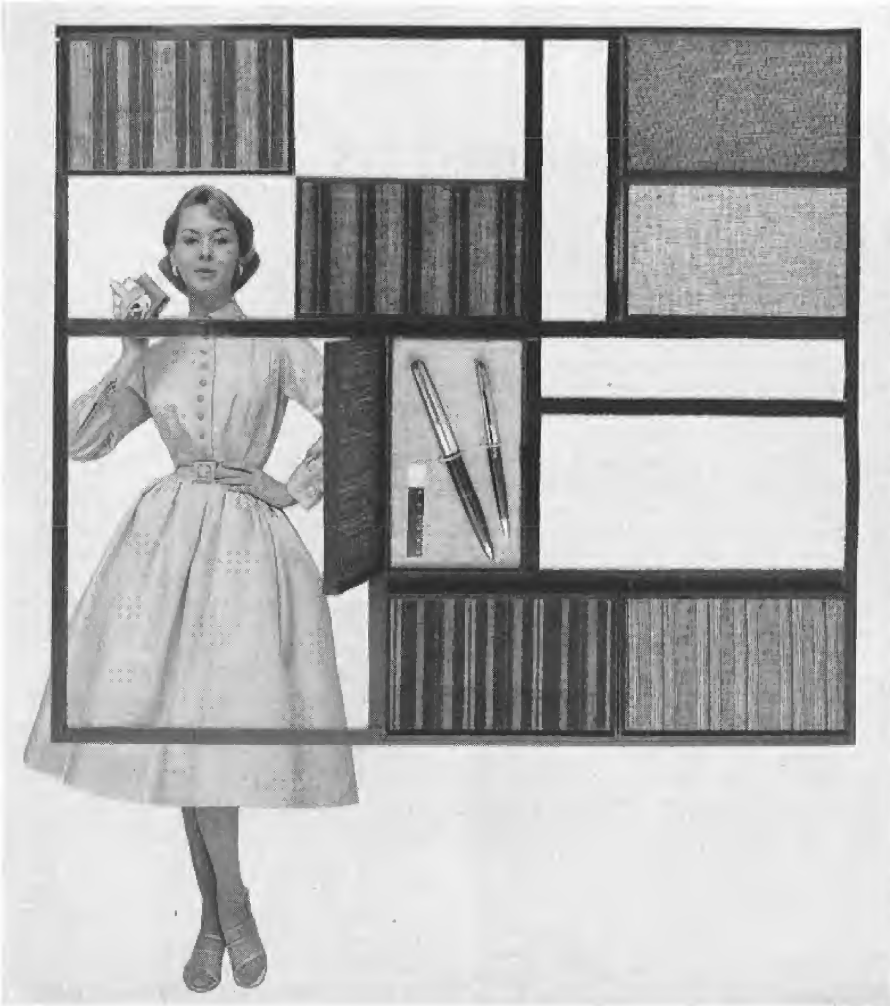
George Parker served the company in various capacities during his school years and joined the firm on a permanent basis in September of 1952, upon completion of graduate studies at the University of Michigan. In 1953 he was named assistant advertising manager and in '55 was appointed to the position of export advertising manager. He served for a brief period as assistant to the export vice president, before his recent appointment as director of foreign sales and advertising. Parker attended Lake Forest Academy, attained a bachelor's degree from Brown University and a master's degree at the University of Michigan.

Phelps Walker was general superintendent of the Greenville, Ohio, plant of the Fram Corporation prior to joining The Parker Pen Company in 1953 as works manager. Born in St. Louis, Walker attended high school at Evanston, Illinois, and received his degree from the Massachusetts Institute of Technology. He served three and one-half years in the Coast Guard during World War II as an engineer officer. He spent a total of 21 months at sea in the Atlantic and Pacific Oceans.



Seventeen imported fabric designs are incorporated in the new line of gift boxes especially created by Parker's own design team for the Parker 61 pen and pencil set.

61 Christmas Ahead



Model's ensemble by Mr. Mort of New York.

The scent of burning leaves, the feel of Fall—have charged the air around Parker Pen with a special kind of excitement, an anticipation of things to come for the 61.

Here's why:

A physicist with M.I.T. writes of his Parker 61 Capillary pen: "It would please me if I could suggest an improvement. Knowing from long experience with various physical systems that no system is perfect, I feel a bit frustrated at having nothing to suggest but accept the situation as an indication of the high degree of perfection you have attained."

States the editor of a national science newsmagazine: "... That fills-by-black-magic 61 pen is delightful in an eerie sort of way. One gets the impression it may give a small, golden howl some midnight of the full moon."

Says an Akron, Ohio, retailer: "We estimate the 61 will increase our Christmas pen business by about 20 per cent." And another in Charlotte, N. C., comments: "In our opinion the 61 pen will be our biggest seller for the Christmas gift season."

And leaving nothing to chance, Parker advertising and promotion men are going all-out to make this season just that! They're supporting the 61 to the hilt.

Spot television—60 and 30-second shots—are featuring the Parker 61 in ever-increasing frequency and will do so up to Christmas. In 79 major metropolitan areas, the 61 now draws more than the Ed Sullivan-Steve Allen audiences, combined! Commercials dramatize the giftiness of the 61, show it in action filling itself, by itself, and show it come from wet ink clean and dry. It's powerful selling over a powerful selling vehicle.

More than 53,800,000 people will have seen the five "celebrity" 61 advertisements appearing in *Post* and *Life* during the pre-Christmas season. The five are: William Holden, Carl Sandburg, Doris Day, Charles Coburn and Bob Hope (the Hope ad planned for early December).

These advertisements, because of the anonymity of their featured personalities, have drawn an extremely high readership among consumers. Countless letters have been received from people who read the ads to learn the identity of the featured person and want either to know why we did not give the name or if they are correct in their identification. One newspaperman wrote, with tongue-in-cheek, concerning the Sandburg ad: "Who are you trying to kid? You think I don't know Yogi Berra when I see him? Indeed!"



Off Beat



Promotion



NATIONAL LONG UNDERWEAR WEEK IS-'SO VIDEO I

Grandfather used to say, about the time the leaves were turning, that there was something long and wooley to look forward to beside caterpillars! In this manner, he made reference to his annual change into what he called his "long handles" — head-to-toe-type underwear. During most of the winter Grandfather and his long underwear were virtually inseparable.

Coopers of Kenosha, with all due respect to Grandfather, is interested in resurrecting those old long handles. They're promoting the idea in an off-beat style through sponsorship of National Long Underwear Week (this year November 18-25). These cartoons are part of the campaign.



The Party Line

Time Change - Contd.

Three cheers for last month's pertinent comments in this column re Parker's absurd working hours. I was very surprised not to see the usual, completely inane answer ... "these hours needed to coincide with hours of New York branches."

Why must hundred of Parker workers, suppliers, visitors, etc. be inconvenienced merely to have the home office open at the same time as two branches? All other firms with Eastern branch offices seem to operate without such a ridiculous set-up.

People with whom we do business find it hard to believe that a firm would close for business at 4:30 in the afternoon. Doubtless a check with the switchboard operator, who must remain on duty long after closing hour to take care of telephone calls from persons working normal hours, would reveal that many, many incoming messages are received in late afternoon.

Only possible advantage to these impossible hours: 1½ to 2 hour period of quiet in the morning before civilized people are up and about making and receiving telephone calls, sending wires, making sales calls, etc. Let Management review the situation once again. I am sure a careful analysis will dictate that Parker get in step with the rest of the world and establish normal "nine to five" hours.

Fall Cleaning

Would it be asking too much to have the "public" coat racks washed and cleaned before the snow flies? The coat hangers too. Please.

I. D. Idea

The new smocks which the girls from the Mail Department are wearing are very neat

and I think the idea is very good.

I have just one suggestion to make and that is why couldn't the girls wear a glass-seine name tag. Many times different girls do the delivering and it would be helpful and create better employe relations if their names were known.

(Along with their telephone numbers.—Editor) .

By Example

The Parker Pen Co., being the great concern that it is, could I believe set another example for other companies to follow.

With lung cancer becoming more and more prevalent would it not be a good idea to have a chest X-ray unit come in every year at least. I realize for years we have had this done but not at any given lapse of time.

Reply: The thought expressed is a good one. We wish it were possible to have the X-ray mobile unit come at least once a year. The demands for the mobile X-ray units in the state have become so great, however, that it is not possible for the unit to cover the same territory more than about once in three to five years. Every effort will be made to obtain the services of the mobile unit more frequently if more equipment is put into use.

Vending

Why don't they dispense fruit as well as candy, rolls, pop, etc? There are fruit dispensing machines available but I'm not sure if they have them in this part of the country or not.

Office Music

The question was raised in *Shoptalker* some months ago: Why can we not have music piped throughout the Court Street plant similar to that at Arrow Park?

The explanation I believe was the difference in type of work ... Arrow Park work tended to the monotonous and did not require the great concentration needed for

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work at Court Street. Apparently, the technical problems were not too significant.

My questions are: Does your explanation make sense in view of much of Arrow Park being office? One would think the Purchasing Department, for example, might require the concentration of its people. Do you realize we are thinking of only short periods of the day . . . say 10-15 minutes beginning at 7:30 and 1:00 and possibly during rest periods?

Such a communication system would certainly be useful also for management announcements such as new products (the Scramble announcements were quite delightful), bonuses, etc.

Now seems the propitious time to bring up this subject since Christmas is nigh . . . and holiday music inspires the spirit of the season.

Reply: While it is true that a communications system in the Court Street building would have its benefits i.e. in conveying important news and policy matters, the writer has touched upon one enormous stumbling block—technical problems. The technical problems involved in installing such a system in a standing structure would boost the cost far beyond practicality.

This does not refute the truth of previous answers given to this question. Music played, however intermittent, would tend to interfere with the creative concentration of a vast portion of the General Office staff.

Music, Man!

We the younger cats and chics of Parker Pen (at Arrow Park) would like to hear something really sharp, like rock n' roll or popular music at least 15 minutes out of every day. We'd dig that the most! So come on, get with it and spin some of those real crazy platters!

Reply: Our disc jockey reports that she is unable to find "those real crazy records" which aren't just that. She adds that a rock n' roll record would draw many more complaints than praises from the audience.

Satellites & Sadlak

With Russian satellites whizzing around and around the world, official Washington is going around in circles, too. And off in a dark corner, trying to be as unobtrusive as possible, is the big cry for lower taxes which whooped up earlier in the year. The cry has been all but forgotten.

Still, there's one man in Washington who has given serious thought to the problem and has a solution that could satisfy everyone—those who want a U.S. moon fraternizing with the Russian pair, and those who want a little more jingle in their pockets. That man is Representative Antoni N. Sadlak, of Connecticut. He has devised a plan which would provide tax reductions based on the natural growth of our national economy.

According to Sadlak, the U. S. Treasury's income from taxes increases by about \$4 billion each year. His House Bill 6452 would limit this growth in federal income to \$1 billion a year for the next five years. During that some period, the basic rate of tax on personal income would be reduced gradually from 20 per cent which we all pay today to 15 per cent. There would be corresponding downward adjustments in the surtax levels bringing today's rate of 91 per cent down to 42 per cent.

What is true for individuals, under Sadlak's proposed bill, is also true of businesses. Through a series of five annual rate reductions, today's top rate of 52 per cent would be reduced to 42 per cent. This tax saving would give business and industry the additional venture capital it must have to carry out expansion demanded by our rapidly growing economy.

High taxes have a two-fold effect on the earnings of each of us as individuals. First, and most obvious, is the sizable bite taxes take from our paycheck. We feel this only on payday. The other effect taxes have on our earnings is to restrict our potential. And they do this by limiting the sale of the goods we produce.

Over the Shoulder

From its earliest year, The Parker Pen Company has been a communicator. Company publications date back to a few years after incorporation. The earliest national advertisement for Parker products was printed in *Cosmopolitan* in 1894. And in addition to advertising, George S. Parker, himself, wrote and edited a house publication called *Side Talks*, forerunner to today's *Parkergrams*. The cover of the June, 1898 issue of *Side Talks* is reproduced here. The three most prominent soldiers are receiving Parker pens before boarding a train which would take them to action in the Spanish-American War.

SIDE TALKS

ABOUT THE
Geo. S. Parker Fountain Pen
AND OTHER SUBJECTS.
JANESVILLE, WISCONSIN, JUNE, 1898



In the Pitch

Donald Bladen is the proud son of an equally proud pappy, Henry Bladen, Parker's account manager in Columbia, S. C. Don is shown accepting the championship trophy in the city-district Little Boys baseball tournament. Don pitched the final game, winning 4-0.



Trophy Time Out West

One of the things that makes life interesting for a Parker Western Region salesman is the annual race for Zone honors and the coveted Golden Arrow Trophy. The end of the year becomes particularly stimulating as the three zones in the Western Region jockey for first position in sales—the determining factor on who wins the cup.

Shoptalker quizzed the three Zone Managers to learn how their teams were doing and what might be expected. Here's what one said, his name Lloyd Hayes, his zone Midwestern:

"Let me say that every member of the Midwestern team is putting forth extra effort to win the Golden Arrow Trophy, but in order that you are fully advised, nine men are having to carry ten men's quota. (The zone has had one man in ill-health for some months.) And just to show you that they 'ain't foolin', Jerry Ratcliffe has had between 300 per cent to 450 per cent to quota for two weeks running. Last week



five of our nine men were well over quota."

Said Joe Crawley, Southwestern Zone manager: "We think our chances in the Southwestern Zone of winning the Trophy are excellent. But if we don't win . . . We will cheer the team that does, because it will take a lot doing on their part . . ."

Meanwhile, Bill Yockey (see cut) who heads th Western Zone, 1956 winner of the cup, remains silent—perhaps in confidence of repeat victory, only time will tell.

Robinson Promoted

Howard Robinson has been appointed budget director, replacing Earle Miller, who (together with Paul Keller) has transferred to the International Management Staff.

Robinson has been with Parker Pen nearly 10 years and was assistant chief accountant at the time of his promotion. As budget director his duties will include the preparation of coordinated financial estimates for both departmental and overall company programs. He will also be called on to make analyses of current operating results as they relate to established programs.

Stepping into the position of assistant chief accountant is Donald Draheim. Draheim joined Parker's Internal Audit department in January of this year.

In another appointment within the Financial division, Jack Biddick was named assistant credit manager. He also joined Parker in January after seven years with the Commercial Credit Corporation..

Edith Hawthorne, Gold Nib, and Florence Draper, Shipping, celebrated their 25th anniversaries with Parker Pen in November. Harold Heller, Metals, observed his 30th anniversary with the company this month.

LL at Triennale

The greatest honor which can be given a product, according to designers, is to be featured at a Triennale Exposition, the big international industrial design and architectural exposition held every three years in Milan. This year, the Parker LIQUID LEAD pencil was one of 130 American-made products selected for exhibit.

The theme of the U. S. exhibit was "Communications at Home and at Work." It was housed in a plastic and aluminum geodesic dome 84 feet in diameter, which provides 4,500 square feet of floor space. At the close of the Triennale in early November, the entire exhibit was made available to the International Trade Fair Division of the U. S. Department of Commerce for use in various trade fairs throughout Europe during 1958.

Down the Alley

There may not be a Rip Van Winkle at Parker Pen (you can't afford to be caught napping in the pen industry), but there are a good number of "ten-pin" enthusiasts who turn out in strength every Tuesday evening for a few beer frames. This is another recreational activity sponsored by the Parker Athletic Association.



New Sales Record

On November 1, the Foreign Sales division set a new sales record, breaking an earlier record set in 1956. Appropriately, the mark was reached on the birthday of the founder and first internationalist of the pen business, George S. Parker.

At present the Foreign Sales division records 127 agents and distributors in 127 markets. Parker products are sold in 156 countries.

Retires at Menomonie

The first employe to retire from the Menomonie plant of The Parker Pen Company did so in late September. He is Fred Hintzman, who worked there as a janitor since January of 1947. Hintzman received a spin rod and reel from his fellow employes at a noon luncheon in his honor.



Aviation Awards

There's no substitute for experience. This age-old postulate was proven once again recently in Denver when Parker Pilot Roy Coyle was presented two Awards of Merit for Safety by the National Business Aircraft Association. The company received a much-wanted citation for 2,219,700 consecutive plane miles without accident, while Coyle received one for his part in conducting 1,470,800 miles of safe flight.

Parker Pen, you know, dates its corporate flying back to the early twenties when ex-Navy pilot Kenneth Parker then hopped emergency merchandise shipments to distant points. Coyle, like the company, no fledgling, has been handling transport planes for a decade, dates his solo flight back to 1936.





VERN Churchill is a relatively new hand around Parker Pen. He specializes in business research and holds a position as analyst. Until recently, there was just one thing he lacked. That was a pen set for his desk. Cooperative associates agreed and one recent day a presentation was made.

Vern is shown looking over his gift—two quill pens, tipped with “51” points and stuck into a Wisconsin potato set upon four toothpicks. And appropriately, the desk set was called “Spudnik.”

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